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- ▶ Stylish. Low maintenance. Weather-resistant tee signs.
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- ▶ Green Line Mounting Post sold separately.
- ▶ Includes six color-matched mounting screws.



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Deluxe

	CUSTOMIZED GREEN LINE CURVED SIGNS WITH LAYOUT 23 1/2"H x 17 1/2"W x 1/2"D (60 cm x 44 cm x 1 cm)	CUSTOMIZED GREEN LINE CURVED SIGNS WITHOUT LAYOUT 23 1/2"H x 17 1/2"W x 1/2"D (60 cm x 44 cm x 1 cm)	CUSTOMIZED GREEN LINE DELUXE SIGNS WITH LAYOUT 23 1/2"H x 17 1/2"W x 1/2"D (60 cm x 44 cm x 1 cm)	CUSTOMIZED GREEN LINE DELUXE SIGNS WITHOUT LAYOUT 23 1/2"H x 17 1/2"W x 1/2"D (60 cm x 44 cm x 1 cm)
Green/White	300700	300705	300600	300605
Black/White	300750	300755	300650	300655
	<b>\$325.00</b>	<b>\$200.00</b>	<b>\$325.00</b>	<b>\$200.00</b>

## GREEN LINE POSTS

- ▶ The perfect mounting option for our Green Line Tee Signs.
- ▶ Features decorative beveled top.

72" (183 cm) long, 4"W x 4"D (10 cm x 10 cm)

Green	300800GN
Black	300800BK

**\$93.00**



## RANGE BALL PUSHER

- ▶ Make short work of your practice area cleanup.
- ▶ Proven design features durable PVC frame and exclusive rollers which glide easily across all turf surfaces.
- ▶ 44 1/2" (113 cm) wide head makes short work of collecting range balls.

44 1/2" (113 cm) head – 33 1/2" (85 cm) height

85300 Range Ball Pusher

**\$37.00**

## DOUBLE DIVOT MIX BOTTLE RACK

- ▶ A must for any golf course.
- ▶ Portable design makes placement easy anywhere on your course.
- ▶ Holds 30-40 oz. (1.2 L) Seed and Soil bottles.
- ▶ Bottles not included.

35"H x 58"W x 18"D (89 cm x 147 cm x 46 cm)

Green	200145GN
Brown	200145BR
Black	200145BK

**\$675.00**



## WRAPAROUND SAFETY GLASSES

- ▶ Well thought-out construction combines safety, comfort, and affordability.
- ▶ Vision is unobstructed by the one-piece wraparound lens.
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75000 Wraparound Safety Glasses – Clear

**\$3.50**

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**\$3.50**



## PREMIUM GREEN LINE HAZARD/YARDAGE STAKES

- ▶ Premium recycled plastic stakes feature a decorative beveled top and rich vibrant UV-resistant colors.
- ▶ 5 1/2" (14 cm) stainless steel spike makes it easy for players to remove and replace.
- ▶ Purple stakes used to designate reclaimed/recycled water.
- ▶ Priced individually. Sold in multiples of twelve.

24" (61 cm) long, plus 5 1/2" (14 cm) stainless steel spike

	SQUARE with spike	
White	17024	-
Yellow	17124	-
Red	17224	-
Blue	17324	-
Purple	-	17424

**\$8.25 \$17.25**



## CUSTOMIZED GREEN LINE PRODUCTS

- ▶ Promote your brand by adding a full-color custom logo to Green Line products like benches, water stands, and divot mix boxes.
- ▶ Logos are engraved with colored resin or inlaid with full-color decal.
- ▶ No color limits.
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## VERTICAL RANGE FLAGS

- ▶ Make your range stand out with these oversized vertical flags.
- ▶ Integrated tube design fits all regulation flagsticks, making installation a snap.
- ▶ Top nut can be adjusted so flag moves with the wind or stays in a fixed position.
- ▶ Includes flag, mounting rod, and hex flange locknut with nylon insert.

VERTICAL RANGE FLAGS 40"H x 14"W (102 cm x 36 cm)		
Yellow/Black-50	60050	-
Yellow/Black-100	60100	-
Yellow/Black-150	60150	-
Yellow/Black-200	60200	-
Yellow/Black-250	60250	-
Red	-	60510
White	-	60520
Yellow	-	60530
Orange	-	60540
Medium Blue	-	60550
Green	-	60560
Black	-	60570

**\$33.00 \$30.00**



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(L) To stabilize the sinkhole, the Annbriar crew dug 16 feet down and filled the hole with 200 tons of riprap. (R) The hole after it was filled and before grading.

Continued from page 9

the hole developed,” he said. “It’s kind of freaky.”

In the sinkhole’s aftermath, the Annbriar grounds crew was so busy making repairs Soetaert had to call in reinforcements a few weeks early.

Ultimately, Soetaert and his crew dug down 16 feet, as far as the backhoe would go. Within one week of Mihal’s fall, the maintenance crew had dug out the hole, lined it, filled it with more

than 200 tons of riprap to stabilize it, and graded it. Soetaert had planned to sod the area but decided to wait until it rained a few times and the ground settled. The ground did settle, more than Soetaert would have liked, and repairs continue to be a work in progress.

“I’m afraid it’ll be an ongoing thing every year,” Soetaert lamented of the sinkhole’s maintenance. “You’re picking a fight with Mother Nature, and oftentimes that’s not one you win.”

## THEY SAID IT

**AUSTIN ALLISON, 26**  
SUPERINTENDENT, TIMBERLAKE GC

On achieving success so young  
(see full story on page 20)

**“I’ve been able to work for some good superintendents who didn’t accept mediocrity. I learned from them, and I took what they taught me and made it my own style.”**

PHOTOS BY: JOHN SOETAERT

### BY THE NUMBERS

# 51.4

## PERCENT

The amount of the continental U.S. in moderate to exceptional drought as of March 26

### // ALMOST FAMOUS

## AP MEETING GETS AP MENTION

Well, that’s something that doesn’t happen every day.

Here at *Golfdom*, we were honored to get the chance to stop by Arnold Palmer’s office and meet the King in person. Sure, Arnold Palmer and the magazine go way back, but that doesn’t mean we take a meeting with Mr. Palmer lightly. So when he invited us to come down to the Arnold Palmer Invitational in Orlando (see full story, page 32) we arrived with bells on.

And then, something awful happened. *Golfdom* editor-in-chief Seth Jones had a case of bad timing, and was brought into Palmer’s office while he was in the middle of a meeting with the Associated Press.

Pleasantries were exchanged, and the meeting was quickly over, leaving AP to his meeting with the AP.

Turns out our bad timing was actually good timing. That brief meeting between *Golfdom* and Palmer made the Associated Press’ story a few days later, and both *Golfdom* and Jones had their names in newspapers from Miami to Winnipeg.

Doug Ferguson of the Associated Press wrote, in part, “A staff member came into the room and mentioned two men were outside and wanted to say hello. One was Seth Jones, the editor of *Golfdom* magazine, who recently interviewed Palmer for a project. ‘Well, bring him in,’ Palmer said, rising from his desk with a broadening smile...”

“I’ve always said I’d rather be lucky than good, and it turns out the timing of that meeting was lucky,” said Jones. “It’s never a bad thing to get the name of the magazine in a syndicated news story, especially a story about a meeting with such a legend of the game.”

# Golfdom Gallery



WE CAME.  
WE SAW.  
WE TOOK PICTURES.

**1 What in the Sandhill?** We never thought this page would dip into the “cute” realm, but now it has. We couldn’t resist snapping a shot of this family of Sandhill Cranes when we spotted them at the Bay Hill Club & Lodge in Orlando.



**2 Taylor Made** Our old pal Vaughn Taylor was impressed with the look of the new *Golfdom*. We were impressed with the look of his game — he shot 2-under at the Arnold Palmer Invitational, netting him a tie for 21st and a cool \$60K.



**3 Texas three-putt** Prior to the Valero Texas Open at TPC San Antonio, North Coast Media president and CEO Kevin Stoltman (left) stopped by to visit Tom Lively, CGCS, an esteemed member of our editorial advisory board. Kevin’s report back? “Great course. Challenging course. It appears I’m not ready for the Tour yet...”



**4 Rickey returns** It seems everywhere we go, we have the pleasure of running into Shingle Creek Golf Club’s Rickey Craig (left), pictured here with Matt Beaver (center), superintendent at Bay Hill Club & Lodge, and Seth Jones, *Golfdom* editor-in-chief. This appearance makes for three in the last five issues of *Golfdom*. We’ll plan on seeing you next month, Rickey.

**5 Lunch smells good** The guys from Golf Ventures, Will McClelland (left) and Jim Blackwelder, cooked up an amazing pork loin lunch for the crew at Bay Hill during the Arnold Palmer Invitational.



**6 Cool under pressure** Joel Beason, assistant superintendent at Moore’s Mill Club in Auburn, Ala., looks pretty chill, especially considering he had no idea we’d even be showing up that morning.



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# My Second Office

BECAUSE THE COURSE IS YOUR FIRST

## About our host

**MIKE OSLEY**, known as 'Oz' to some, has made stops at some of Aurora, Colo.'s seven golf courses throughout the past 15 years. With stints at Murphy Creek, Aurora Hills and Meadow Hills, he's now settled in at Saddle Rock GC as the Golf Operations superintendent for the city, overseeing all of the city's superintendents.

Osley received his turf degree from Lake City Community College (now Florida Gateway College). Before arriving in the Rockies, he worked at Riviera CC in Los Angeles and Hilaman Golf Course in Tallahassee, Fla.

With two of three kids in college, Osley hints that Florida might again be in his future — when he and his wife retire.



"I've grown grass in Florida, California and now Colorado. I like Colorado for what I do for a living; I don't miss the bugs and the 365 days a year in Florida growing grass."

**1 THE OSLEYS** That was 15 years ago. My youngest was about 8 months old when we moved here. My two older daughters are both in college now. So I have two in college and one in high school. The oldest is Mikaley, then Cayden, and my son is John Michael.

**2 CREDENTIALS** I had a great time at the Riviera Country Club. I spent 1987 to 1990 there when I was single and living the dream. A lot of celebrity sightings, and I was living in L.A., enjoying the beach.... The badges are from the different years that I spent at the club during the L.A. Open.

**3 A GOOD CIGAR** I've been known to enjoy a good cigar. It's probably the only vice I have nowadays. Although a good cigar and a good scotch on a beach is a nice way to spend an evening, I won't lie.

**4 RAIDER HATERS** That's a little Calvin cartoon peeing on the Oakland Raiders logo. I'm an Oakland Raiders fan living in Colorado — not a very good position! That was given to me by the crew here at Saddle Rock.

**5 PLUGGED IN** I haven't had an iPad that long, but it is nice to be able to take it out on the golf course. While I wouldn't call my-

self a techie, I don't mind using technology. I enjoy the iPad just from the simple fact of being able to grab it and take it with you. I use it for the irrigation, use it for weather, use it to take some notes drawn on the golf course as I go around instead of paper and pen. I also check emails and reply to anything important.

**6 FAITH** Being a man of faith, I try to just take a moment every morning and spend time in prayer, so that's what those books are — just a couple inspirational books, one of them being a leadership bible by John Maxwell. It probably doesn't typi-

cally help the grass grow, but it helps me help the grass grow.

**7 SAVVY SUBSCRIPTIONS** I enjoy all the publications, especially *Golfdom*. I do love the new look to your magazine and actually just downloaded the *Golfdom* iPad app yesterday. I stay up with all the latest and greatest, I read the different articles and I just get to stay up on some of the stuff happening in our industry.

BY KATY IBSEN // PHOTO BY SETH JONES

Proud of your second office? Email us a photo of you in it at [sjones@northcoastmedia.net](mailto:sjones@northcoastmedia.net), and we may feature you and your office in an upcoming issue of *Golfdom*.



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“Our golfers told us they didn’t know which golf course they were going to get — the one that was well maintained or the one that wasn’t.”

**MARK WOODWARD**, *Contributing Editor*

## Survey says

**W**e’ve all heard the survey results — golf course conditioning is the No. 1 reason golfers favor one course over another. The role of the superintendent therefore is even more important today than it was in the past, when greenkeepers had bigger budgets to work with. Tough times require superintendents to dig deep into their repertoire of knowledge and experience to create more from less.

Some of the best superintendents I know work at limited-budget facilities and are required to be as creative as they can be to get the most from their allocated resources.

I recently saw this firsthand on a consulting job I’m involved with. I was hired as a consultant for a golf course in the Phoenix area that was challenged at almost every level. Rounds were down, the condition of the golf course was not where it could be and for a variety of reasons (that would require more space than the magazine can allow me) the course was struggling. We immediately put a plan in place to get back to what I call “the basics of golf course management.”

We talked about implementing programs that would

focus on golf course conditioning, customer service and competitive rates. We wanted to provide customers with a great golf experience at a competitive price.

Treating our customers well was easy, because it came naturally to our staff. The part about the rates proved to be a little more difficult, because in our efforts to establish fees we had to take into account the condition of the golf course and determine what we thought would be a fair value-added fee for the product we were providing.

And then came the most important part, the condition of the course. One word kept popping up in all our discussions — “consistency.” The frequency of all maintenance tasks was sorely lacking, and our golfers told us they didn’t

know which golf course they were going to get when they played — the one that was well maintained or the one that wasn’t.

In response to that feedback, we got to work. Every day, we cut new hole locations, mowed greens and raked bunkers. We mowed fairways, roughs and tees at least three days a week and generally increased the frequency of each and every maintenance activity. That alone improved consistency.

And golfers noticed. They quickly realized they would get the same well-maintained golf course no matter which day of the week they played. As a result, in a little more than a year, rounds have nearly doubled and revenue has risen substantially.

In fact, for the first seven

months of this fiscal year (from July 1, 2012 through January 31, 2013) revenue is up 48 percent compared to the same time period last fiscal year. That rise has increased cash flow, allowing us to give our superintendent more money for materials and leasing new equipment.

The golf course continued to get better and better because of the momentum we created. Golfers are now saying we put the “soul” back into the golf course. They love playing it again.

Barring any unforeseen problems, emergencies or major weather issues, this golf course is on track to be self-sustaining for the first time in the past 10 years.

Like any service industry, golf relies heavily on repeat customers. When we ask ours why they like this golf course and continue to come back and play, by far the No. 1 reason is the course’s condition. Word of mouth is starting to spread, and the course is on track to have its best year in ages.

This simple “back to the basics” management approach has been a true team effort. Every one of our staff has bought into it. As for those survey results showing course conditioning is the No. 1 reason golfers prefer a course? In this case, they couldn’t be more accurate.

**Mark Woodward** is president of **Mark Woodward and Associates**, principal of **DaMarCo Golf**, CEO of **MasterStep Golf Management Group** and a contributing editor for *Golfdom*.





Jason Brown/Golf Club Images



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“After a protracted and sometimes heated discussion among the members, the club finally realized the new generation of golfers wants easier and quicker golf options.”

**JOEL JACKSON**, *Contributing Editor*

## New and improved Lake Omigosh GC

**W**armer winter temperatures meant a nice bump in golf rounds and revenue up North at the end of 2012. But Mother Nature has a cruel way of saying, “Gotcha!” Just ask the folks in the Midwest and Northeast, as they had to dig out of blizzards that shut down highways and downed power lines as recently as last month.

Here at the Lake Omigosh Golf Club in Central Florida, trees are blooming. Also newsworthy is what the club is doing to grow the game and keep the club open and profitable. Two years ago the general manager, Alistair Caldwell, and club president Artemus Blodgett pushed through a Play It Forward initiative and got the funding to build an executive course set of tees for new golfers and senior members who have lost distance but not the desire to play.

Superintendent Duffy McDuffy and his crew did the work in-house, saving a lot of money, though the club did hire a golf course architect as a consultant to make sure shot values were preserved for the shorter layout.

One to two days a week are set aside to book tee times for Get Golf Ready playing lessons or junior golf outings. Those outings are only held after the kids and adults have gone through swing development and golf etiquette lessons.

This year, the club will be building a 6-hole course utilizing part of the practice range and some undeveloped property adjacent to the range. After a protracted and sometimes heated discussion among the members, the club finally realized the new generation of golfers wants easier and quicker golf options.

Call it the curse of the immediate gratification syndrome or time-crunched schedules. Whatever the reasons, the club realized it had to change some of its policies

and procedures if it was to survive.

That includes expanding the fitness center facilities and offering more casual dining options in the clubhouse.

To maintain the new turf areas and accommodate new activities after school and on weekends, McDuffy has instituted new flex schedules for his crew. They include variable start times and days off, including on weekends to alleviate babysitting needs.

Duffy also is fine-tuning his cultural practices to include more water conservation, experimenting with controlled but slight reductions in run times wherever possible on the course. Given that the short course has new turf acreage, saving those precious

gallons and run times is critical financially. On top of that, the Water Management District is promising to reduce its water permit allotments.

On the original 18 holes, Duffy and assistant Archie Clark are finding more out-of-play areas they'll propose to convert from maintained turf to naturalized areas. It's part of a trend in cost and input savings.

Thanks to previous “naturalizing projects” and the fact that Lake Omigosh has earned certified Audubon Cooperative Sanctuary status, the course now hosts the local Audubon Club's Annual Christmas Bird Count and a 5th grade class eco-tour from the nearby elementary school.

From the practice tee to the clubhouse to the maintenance shop, Lake Omigosh has taken a practical look at how it operates. Slowly but surely it's adapting to the new normal. While Duffy keeps an eye on the regulations governing water use and quality on the course, he also knows he needs to embrace changes in the game that are needed to keep the revenue stream healthy.

So long from Lake Omigosh, where the superintendent is dedicated, the crew is hard working and the members are about par for the course.

**Joel Jackson, CGCS-Ret.**, is director of communications for the Florida GCSA.





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*1% = \$650*

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# EARLY to RISE

Six young supers already are basking in success. And they're no older than 30.

BY BETH GERACI

**Y**ou hear about them often — aspiring young greenkeepers fresh out of turf school. They're hungry. They're talented. They're eager to prove themselves as assistants.

They know the turnover rate for superintendents is low, and they're prepared to wait. Only, some don't have to.

At a time when only 5.9 percent of superintendents are working at age 60 (see our July 2012 cover story), the crop of superintendents slowly is getting younger. Here are some age 30 and under who are proving you don't have to be an elder statesman to be a talented super.

## Austin Allison

**AGE:** 26

**COURSE:** Timberlake Golf Club, Clinton, N.C.

**NUMBER OF HOLES:** 18

**BEN A SUPERINTENDENT FOR:** 2 years

**How did you get into your position at such a young age?** I was at the Country Club of Virginia at the time. I was ready to propose to my girlfriend, and I wanted to get closer to home. I talked to my college professor, who put out some feelers.

**Biggest accomplishment:** When I first saw the course, I knew it'd be easy to make an immediate impact here, but I didn't realize how bad it was until my first day. I remember being on the 17 green thinking, "I hope my girlfriend's worth it."

They completely lost the greens in 2010, and the irrigation system didn't really work because it wasn't properly installed. The first thing I did was straighten it out. Also, when I got here they had no budget, so I created one. My golf course maintenance budget last year was \$175,000, not including gas or utilities. I'm proud of the product we provide for the amount of money we put into it.

In February, I was also promoted to GM. I'm pretty proud of that. As GM, I'm creating a budget for all the club's other departments; they don't have one either.

**Did you have insecurities about being so young?** It was a good situation to walk into here. There was nowhere to go but up.

**Where do you see yourself in 15 years?** I'd still like to be in the industry. I'll never move away from this area. There's a lot to be said for being at a club like this. It's a little bit smaller, the employees are like a family here. The members know you, and they want to know you.

**What advice do you have for aspiring superintendents?** Spend the money at your club like it's your own. Other than that, learn as much as you can as an assistant.

*Continued on page 22*